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April 29, 1983

Ms. Karen Eisen
PHILIP MORRIS U.S.A.
120 Park Avenue
New York, NY 10017

Dear Karen:

We have forwarded a final invoice to you for the Players and Raffles Wave I Tracking. Both projects were invoiced at the original bid, even though costs actually exceeded the bid figures. Two areas that contributed to the higher costs were:

- A need to review all Players open-ends to accurately determine respondent awareness.
- Special data requests for tables from the DUL Study from 1982.

Rather than itemize these costs now, I will incorporate them into my bid for the second wave of tracking. I can provide that figure as soon as you indicate the number of required interviews, as well as the mix of "long" versus "short" versions.

Perhaps we can discuss the sample sizes when I see you in New York on Tuesday.

Sincerely,

William E. Kendall
Executive Vice President
WINONA/Minneapolis

WEK:rms

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Source: https://www.industrydocuments.ucsf.edu/docs/hnnj0004